

With globalization there is no black and white, but there is much more complexity to the entire idea

“Cultural homogenization and heterogenization are not alternatives or substitutes; rather they tend to come together”

Where does globalization create diversity?

- Trade increases diversity over time by increasing the rate of change and bringing new cultural goods
- “The concept of diversity has multiple and sometimes divergent meanings”
- Talks about how paper and books come from china, the western alphabet comes from the Phoenicians, numbers come from the Arabs and Indians, and printing comes from Germans, Chinese, and Koreans--cross-cultural exchange has made human innovation grow
 - “Finally, cross-cultural exchange, while it will alter and disrupt each society it touches, will support innovation and creative human energies”
 - Even though exchanging different types of culture will affect but overall it will aid the growth of innovation and human energies

Debate between whether or not global markets destroy culture and diversity

- Jeremy Tunstall says that the commercialism and media mainly from the U.S. destroys authentic, traditional, and local culture all over the world, this is his “cultural imperialism theory” (3)
- Tocqueville believes that the US is creating a culture of the least common denominator

Human Effect/consequences of Globalization

- “The standardization of world culture, with local popular or traditional forms driven out or dumbed down to make way for American television, American music, food, clothes and films, has been seen by many as the very heart of globalization.” –Frederic Jameson (3)
- One point of view says that the market “does in fact expand our positive liberties and increase the menu of choice” (4)
- “Most third world cultures are fundamentally hybrids-synthetic products of multiple global influences..” (5) Does this have to do with colonization?
- Globalized culture, and the mobility of people and goods can destroy creativity and weakens tradition because it makes cultures more homogeneous
 - Materialism, alcohol, Western technologies, Christianity
- The world as a whole will have a broader menu of choice, and will share more common products, and some countries will lose their distinctiveness in return for access to the market and worlds cultural treasures.

Opposing view:

http://rodrik.typepad.com/dani_rodriks_weblog/2008/06/globalization-anxiety-as-mass-hysteria.html

Dani Rodrik: Rafiq Hariri Professor of International Political Economy at the John F. Kennedy School of Government, Harvard University

Opinion: Believes that the same set of rules don't apply to all of the countries, other countries can't profit from capitalism because they don't have a democracy=doesn't think foreign countries can profit from globalization and capitalism because they don't have the same government structure

+/- political economic or cultural aspects

- travelers complain that authenticity of locales have been diminished due to tourism. (11)
- another example is the foundations of the west: "philosophical heritage from Greeks, religions from Middle East, scientific base from the chinese and Islamic Worlds, and their core populations and languages from Europe." (6)
- while cultural growth happens, it doesn't happen steadily, when one thing expands rapidly, others shrink and lose power